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221148Z Jan 06

UNCLAS AMMAN 000457

SIPDIS

E.O. 12958: N/A

TAGS: [CASC](#) [TBIO](#) [JO](#)

SUBJECT: OUTREACH TO PRIVATE AMERICANS ON PANDEMIC
INFLUENZA PREPAREDNESS

REF: STATE 1175

1. In response to reftel, Embassy's Avian Influenza Task Force (AITF) met to review the status of our program on avian influenza (AI) awareness and explore ways of expanding it. Embassy has already held two town halls (separate ones for American staff and FSNs due to space limitations) in which AI was discussed by the Ambassador and key members of the AITF. We also briefed the Embassy's wardens on avian influenza.

2. Post intends to carry out its ongoing AI outreach program to the American community in Jordan in coordination with the broader awareness program managed by Jordan's Ministry of Health. AITF representatives will meet with the Government of Jordan's AI Task Force to coordinate the outreach and public awareness strategy. As a result, some of the steps proposed below may be modified after discussions with the GOJ AI Task Force.

3. Post will explore a number of tools and fora for raising awareness of AI. The key challenge will be reaching the estimated 8,000 Americans citizens in Jordan, many of them dual nationals not registered with the Embassy. Those who are registered receive all warden messages addressing AI issues. Town Halls, warden messages and OSAC meetings will not, however, reach unregistered Amcits, and any successful outreach to these Amcits will rely on use of the media and IT tools.

4. We will consult our GOJ colleagues, especially the National Technical Committee for AI, on how to generate additional interest and public awareness regarding AI in Jordan.

5. In addition, the Embassy will rely on its public website. In addition to links to Consular Affairs and WHO websites with AI information, the Embassy will consider hosting a webchat on AI or maintaining a bulletin board where concerned individuals could post questions about AI or post-related information.

6. The Embassy will issue a press release reminding American citizens that they should routinely log on to the Embassy website, and urging non-registered Amcits to register immediately thereby allowing them to keep up-to-date on many issues - not just AI - but also security and consular issues. Copies of AI-related information, including the CA factsheet and FAQs, will be available in the waiting room of the Consular Section.

7. AI will also continue to be a regular feature on Embassy Town Hall meetings, OSAC meetings, and warden messages. Post will seek to bring Jordanian officials involved in the AI effort to these meetings on an occasional basis.

8. Finally, there are specific groups of Americans in Jordan with whom a more direct approach will be effective. There are relatively large groups of Americans in Jordan involved in training Iraqi police, supporting Embassy Baghdad logistics, transiting the country on Department of Defense business, and supporting the work of USAID in Jordan. The Ambassador and/or other senior officers will chair individual meetings with these groups along with key AITF members, drawing on the CA Powerpoint presentation and related information to respond to questions.

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